

Feedback from the ADELMA Charter 2010 session - Madrid - 25-5-09

A group of about 20 companies was present at this workshop, which sole focus was to share proposal on the Charter 2010 for consultation. All companies but one are current charter members; one retailer was also present. Both Consumer and I&I companies attended.

The standard presentation in spanish was given by VS including:

- A short summary of A.I.S.E.'s overall sustainability strategy and initiatives.
- A review of the status of the current Charter.
- The relaunch of the Charter (with reservation that this is still "under construction")
- A very short perspective of the EU SCP/SIP Action Plan and the potential synergies that might be sought with Charter 2010 and Ecodesign

Main points of discussion/concerns that were made during the session

- Overall good understanding of the A.I.S.E. proposal through Charter 2010
- Overall support that the Charter scheme has to evolve over time and that adding a product dimension to it makes lot of sense
- Recommendation that only ONE Charter can/should exist, with gradual phase out of the Charter 2005 with a sufficient "phase out" period...
- ... And with consistency though in logo (ie no recommendation to change logo or have another variant). The point about possible issues with Charter 2010 products possibly complying with the full package whilst in some product cases, there may not be ASP defined yet was however raised (NB; this very valid point still needs to be addressed by the SSG). The suggestion that possibly, an option could be for Charter 2005 to move the logo near the manufacturers address was not welcomed. Overall, for costs reasons, no artwork change would be appreciated.
- The concept of "equivalences" eg for companies already complying with ISO, EMAS etc was welcomed.
- The recommendation (by the NA director) that work on the Exposure scenarios in REACH should be taken into account for the ESC work was raised.
- On GPP, it was strongly recommended that some form of official recommendation (eg by the EU, as was obtained for the Code for example) should be granted otherwise, local legal commissions do not accept voluntary agreements as they consider these as "antitrust".... It was also expressed that it is not our companies but our customers (ie contract cleaners), that can apply to public tenders (which then makes the communication more challenging vis a vis both customers and public purchasers).

- A debate took place on the logo recognition and target group; finally, companies seemed to agree that the more direct audiences for the Charter logo were more stakeholders, to demonstrate the participation of the company to the overall sustainability industry scheme (and thus influence constructively potential future political developments and demonstrating industry's proactive action/expertise). The success of the scheme in that sense, where also the trade is on board the charter was well appreciated.
- Vis-à-vis ecodesign, the considerations from A.I.S.E. for potential positioning for eg laundry products were well understood; no specific recommendation was made as it was also clear that A.I.S.E still needs to put further thinking in this.
- Xavier Closa from Henkel Iberica, and Charter "leader" for Spain, recalled that the Charter 2005 was presented in 2008 to the 3 Ministries of Environment, Industry and Health, with positive outcome of such sessions.

Conclusion

The value of the current Charter was acknowledged and appreciated. More details concerning the ASPs and criteria will be highly appreciated. Details on the next steps and transitions to the new Charter will be welcome when available.

The presentation will be provided for internal use to participants.

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